

Job Title:

Marketing Account Executive

Salary: £25,000 per annum with room for growth.

Hours: Full time, 40 hours a week

Location: Hybrid between home and working at our office at the Spaceport, Newquay.

To apply: send your CV to us workwithus@ha-lo.co

Halo is expanding! We are looking for a talented digital communications and social media team player – in the shape of a Marketing Account Exec. Full of curiosity, a love of high-impact content, and bags of energy. You'll have a passion for technology and innovation with a hands on attitude and a "get stuff done attitude".

This role will be an all-around digital communication and social media hero, with a passion for storytelling through a variety of content and a love of modern storytelling.

Our team is vibrant, highly engaged and very fast paced - this role is high-impact and team player driven. You'll get to work with some of the most incredible organisations in the world with one of the most brilliant fast-growing comms teams in the UK. Come and take a look at what's involved.

Description of Role:

As an Account Executive, you'll be responsible for crafting compelling content, from press releases and thought-leadership articles to social media and email marketing campaigns.

Day to day you'll be drafting materials, pitching to the media, participating in client calls & meetings, generating ideas to support campaigns, generating reports to present back to clients, meeting media and supporting clients at industry events.

Responsibilities:

- Create high-quality, engaging content for social media platforms, including Facebook, Instagram, Twitter, LinkedIn and others as needed.
- Support the management of client social media accounts; including posting, monitoring and responding to comments and messages
- Proof read with meticulous attention to detail before posting.
- Create high-quality content for email marketing campaigns, blogs and case studies
- Support the creative team where necessary to design and develop social media assets including graphics and other visual content that align with brand guidelines and resonate with the target audiences of the brands we work with.
- Attend client events and industry conferences where necessary.
- Use analytical tools to track social media performance and develop reports that demonstrate the impact of social media campaigns.
- Perform market research to better understand the core audience of the client
- Assist in the organisation of events ranging from workshops, photo shoots, press conferences, training days etc. on behalf of clients

- Support the wider team, ensuring internal processes are followed
- Understand the importance of and relationship between client service and profitability and work within the boundaries of budgets.

Skills & Experience:

- You have experience or a keen interest in PR, Marketing, Media and Current Affairs.
- You'll have experience or willingness to learn how to use automation tools
- Familiarity with social media analytical tools, such as Google analytics
- Creative with a keen eye for good design and an understanding of branding and using brand guidelines
- English language fluency: You need to have excellent written and spoken English.
- Excellent grammatical skills: with strong written and oral communication skills.
- Strong Copywriting skills: You need to be hot on spelling, grammar and proof-reading, as well as have a creative flair for producing engaging copy.
- Good understanding of how the media works in the particular areas in which you operate - the opportunities available, building relationships with journalists etc.
- Strong interpersonal skills: Whether it's over the phone, by email or in person, marketing is all about people, so you need to be approachable, friendly and empathetic, and be able to relate to people on different levels within the agency, with clients and with the media.
- Excellent telephone manner
- Excellent project management skills with the ability to manage multiple projects simultaneously and meet deadlines

Halo mindset:

- Bring creative and innovative ideas to the table
- Keep up with digital technologies and trends
- An appetite to learn
- Open to listening and learning as well as being challenged on a daily basis
- When needed - to be able to step outside of the day to day role and support management on-site film crews / journalists and media visits at various media days and events across the UK
- Ability to work in teams as well as independently as and when required
- Ability to build team relationships whilst working remotely
- Good interpersonal and collaboration skills, relationship building, and negotiation
- A strong ability to build relationships with a wide variety of people both internally and externally
- Excellent verbal and written communications skills
- Good organisational skills, excellent time keeping and the ability to multitask
- Agile and flexible approach to competing priorities and varying workload
- Ability to visualise, articulate and problem solve
- Exceptional attention to detail

Interested? To apply: send your CV to us workwithus@ha-lo.co

We pride ourselves on our culture, values, kindness and curiosity - join us.